

## ABSTRACT

By providing projections extending outwardly from the base of a wet tamping face of a tamping labeler, which projections maintain at least a substantial portion of a label at a stand off from said base, the surface tension between the label and tamping face is reduced. This reduction in surface tension helps ensure that when a label is tamped against a product, it remains there. The tamping face may be provided with a regular, or irregular, pattern of projections, or with a texture that results in the projections.